



PORSCHE

News Release

April 15, 2015

No. 44/15

Sports car manufacturer delivers 62,644 Porsche Macan vehicles in its first year

Porsche delivers more than 20,000 new cars to customers worldwide in March

Atlanta. Porsche AG delivered 20,222 new cars worldwide in March 2015 with an increase of 31.5 percent year-over-year. Between January and March of this year a total of 51,102 two and four-door sports cars were handed over to customers – an increase of more than 32 percent compared to the first quarter 2014.

"In the first quarter we delivered more than 50,000 new cars for the first time, continuing the success of 2014. This signals further solid growth", said Bernhard Maier, Member of the Executive Board Sales and Marketing of Porsche AG. "The Macan has exceeded all expectations since its launch, and we have handed 62,644 vehicles over to customers within the space of just twelve months. Around three quarters of them are to new customers, and the compact SUV is reaching a younger target group on average in all markets."

Porsche vehicles were sought after worldwide in March 2015. In the traditionally important U.S. market, Porsche Cars North America delivered 4,291 new vehicles, an increase of almost 13 percent compared to the same month last year. The U.S. market also saw growth of nearly 13 percent year-over-year. The 911, Boxster, Cayman, Cayenne, Macan, and Panamera were also very popular in the European market with sales of 8,054 vehicles – an increase of more than 53 percent. In Germany, Porsche delivered 2,929 vehicles to customers, growth of almost 51 percent year-over-year.



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PORSCHE AG	March			January - March		
	2014	2015	Variance	2014	2015	Variance
Deliveries						
World	15,377	20,222	+31.5 %	38,663	51,102	+32.2 %
Europe	5,255	8,054	+53.3 %	11,493	17,413	+51.5 %
Germany	1,944	2,929	+50.7 %	4,881	7,029	+44.0 %
Americas	4,412	5,126	+16.2 %	11,616	13,272	+14.3 %
USA	3,808	4,291	+12.7 %	10,136	11,430	+12.8 %
Asia Pacific, Africa and Middle East	5,710	7,042	+23.3 %	15,554	20,417	+31.3 %
China	3,463	4,138	+19.5 %	9,885	13,286	+34.4 %

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About Porsche Cars North America, Inc. | One Porsche Drive, Atlanta, GA 30354 USA

Established in 1984, Porsche Cars North America, Inc. (PCNA) is the exclusive U.S. importer of Porsche 918 Spyder, 911, Boxster and Cayman sports cars, the Macan and Cayenne SUVs, and Panamera sports sedans. Headquartered in Atlanta, Georgia since 1998, PCNA moved into a brand new, cutting edge building at One Porsche Drive in January 2015. This one-of-a-kind facility showcases a commitment to design and functionality. Serving as an inspirational workplace for Porsche employees, it is also home to the first Porsche Experience Center in North America featuring a module-based 1.2 mile skill development track, business center, human performance center, and fine dining restaurant. PCNA employs approximately 300 people who provide parts, service, marketing, and training for 189 dealers. They, in turn, work to provide Porsche customers with a best-in-class experience that is in keeping with the brand's 65-plus year history and leadership in the advancement of vehicle performance, safety and efficiency. PCNA is a wholly-owned subsidiary of Porsche AG, which is headquartered in Stuttgart, Germany.

At the core of this success is Porsche's proud racing heritage that boasts some 30,000-plus motorsport wins to date.

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